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THE BOOK
OF
A. Lincoln
WATCHES



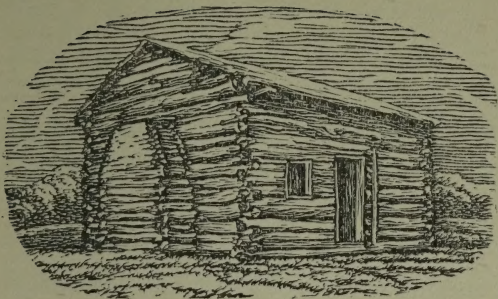
1924
THE ILLINOIS WATCH CO.
SPRINGFIELD

THIS NEW WATCH

WAS NAMED IN HONOR OF THE
FOREMOST CITIZEN OF OUR
CITY, ONE OF THE GREATEST
AMERICANS OF ALL TIMES,
WHO WAS A PERSONAL
FRIEND AND CONFIDANT OF
THE PARENTS OF MANY OF
OUR EMPLOYEES, — WHOSE
FINAL RESTING PLACE IS BUT
A SHORT DISTANCE FROM OUR
DOOR AND WHOSE MEMORY
AMERICA TODAY REVERES.

ABRAHAM LINCOLN

1809-1865



LINCOLN'S BIRTHPLACE, HODGENVILLE, KENTUCKY

LINCOLN IN SPRINGFIELD

LINCOLN once told an interviewer that the story of his early life might be told in the single line from Gray's Elegy,

"The short and simple annals of the poor."

He was born in a log cabin in Kentucky. His boyhood and adolescence knew only the grinding hardships of poverty and the insatiate hunger for knowledge.

"All of his life he was a solitary man communing with himself."

When he came to New Salem, Illinois, he was twenty-two. He was one of the

"long nine" of the Illinois general assembly who made an indelible impress upon Illinois. They secured the transfer of the state capital from Vandalia to Springfield. Lincoln followed this political act by moving to the new capital to make it his home.

On a March day in 1837, astride a borrowed horse, he stopped before Joshua Speed's store on the west side of the public square of that village of mud streets and twelve hundred people. Two saddle bags contained his possessions. That day he had received his license to practice law.

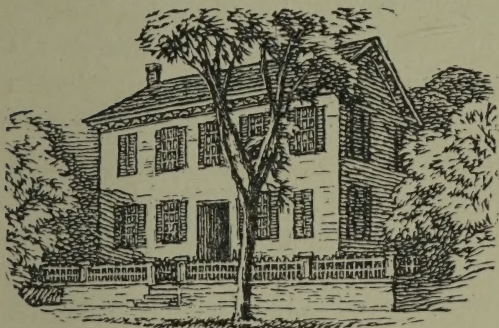
"Speed, I have come to Springfield to live."

The furniture he selected for his room amounted to seventeen dollars. "If I am successful in the practice of the law, I hope I can pay you by Christmas," said he, to which Speed replied: "you don't have to pay me until you are ready; but how would you like to go up-stairs and share my room and double bed?" Lincoln returned in a

few minutes: "Speed, I have moved in." The two lived in that room until 1841.

His first law office was in the block north. His partner was John T. Stuart, the first president of the Illinois Watch Company. Stuart went to Congress. Lincoln regularly divided the proceeds of the partnership, wrapping Stuart's in a paper, marked "Stuart's half." It occupied a place of security on a shelf, awaiting Stuart's return or instructions.

Lincoln married Mary Todd in a pretentious brick residence that stood on the site where the State has erected a Centen-



LINCOLN'S HOME, SPRINGFIELD

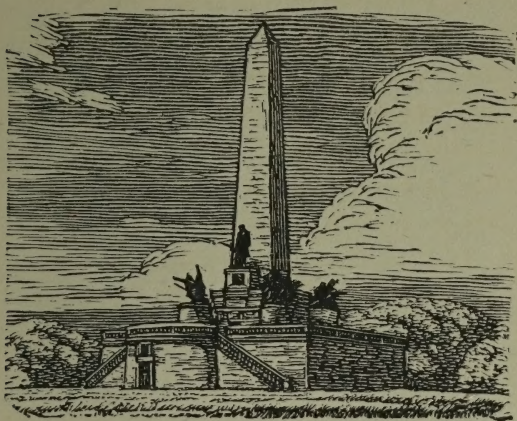
nial memorial to its admission to the Union. The newly weds went to the Globe Tavern where they lived almost two years and recommended it to friends as a good tavern "where board and room may be had at four dollars a week." Their first child was born in this old hostelry.

In 1844, Lincoln purchased, for fifteen hundred dollars, the only property he ever owned—a modest story and a half cottage.

While he was on one of his journeys over the circuit, Mrs. Lincoln renewed the roof and made it a two-story house.

Returning, he pretended not to know his own house; calling to a neighbor: "I am Abe Lincoln; I'm looking for my house; I thought it was over there; I think I must be lost."

Lincoln enjoyed his home, played there with his and his neighbor's children and, at evening stretched himself full length on the parlor floor with his head resting upon an upturned chair to read. He was



LINCOLN'S TOMB, SPRINGFIELD

aroused one evening from this comfort to answer a call at the door and told his visitors: "I'll trot the women folks out."

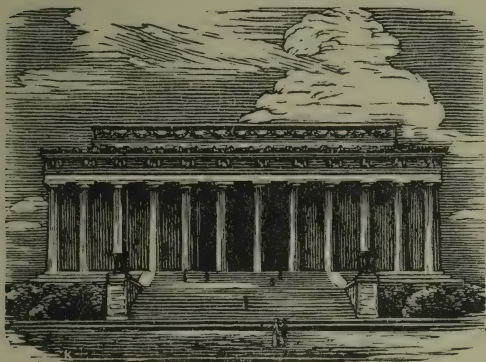
Lincoln's second law partner was Stephen T. Logan. His third was William H. Herndon whom he joined in 1843. Addressing him affectionately as "Billy," he said, as they started their career: "Billy, if you trust me as much as I trust you, we will have no difficulty."

Their office was within a few feet of the

room which Lincoln and Speed had occupied. On the day before his departure for Washington, Lincoln visited the old office. He lay upon a sofa. With his eyes to the ceiling, he remarked: "I have come to have a long talk with you. We have never had a cross word during all these years." As he went away, the creaking sign drew his attention: "let it hang there undisturbed; give our clients to understand that election to the presidency makes no changes in the firm of Lincoln & Herndon."

It was raining and sleeting the morning of February 11, 1861, when Lincoln, his family and a few intimates boarded a special train for Washington at the Wabash station. To a small group of sad faces, Lincoln spoke from the rear platform his immortal farewell to Springfield:

"My friends, no one not in my situation can appreciate my feeling of sadness at this parting. To this place, and the kindness of these people, I owe everything. Here I



LINCOLN MEMORIAL, WASHINGTON, D. C.

have lived a quarter of a century, and have passed from a young to an old man. Here my children have been born, and one is buried. I now leave, not knowing when or whether ever I may return, with a task before me greater than that which rested upon Washington. Without the assistance of that Divine Being who ever attended him I can not succeed. With that assistance I cannot fail. Trusting in Him, who can go with me and remain with you, and be everywhere for good, let us confidently hope that all will yet be well. To

His care commending you, as I hope in your prayers you will commend me, I bid you an affectionate farewell."

On the morning of the day of his assassination, he rode with Mrs. Lincoln through Washington, reflecting on the end of the war and fixing the time when they could "settle down once more in our old Springfield home and end our lives among the friends of our early days. I wish it might be soon."

These touches are added to the picture to throw into high light his affection for the little house, and the city in which he lived the momentous formative twenty-five years of his life.

It has been said that Lincoln acquired much of his broad knowledge of men and of political affairs by his association with *The Sangamo Journal* in whose office he read the exchanges, kept in touch with politics the country over and wrote editorials for his friend, Simeon Francis, from whom he acquired polish and a social

standing. Here he read the telegram announcing his nomination and observed that he would better "tell the little woman down the street the news."

Only a few feet from the spot where he stopped on the day he reached Springfield to make it his home stood the new capitol of Illinois. In its Hall of Representatives, Lincoln was nominated by the Republicans, on June 16, 1858, to the United States senate against Stephen A. Douglas. Accepting the honor he made the celebrated "House Divided Against Itself" speech. The historian, A. C. McLaughlin says of it: "with the exception of the Gettysburg address, it was Lincoln's most famous speech."

From his nomination to the presidency to his departure for the inauguration, Lincoln's headquarters were the Governor's room in this building. Adjoining his office was that of Newton Bateman, Superintendent of Public Instruction, and one of the pioneers in developing the

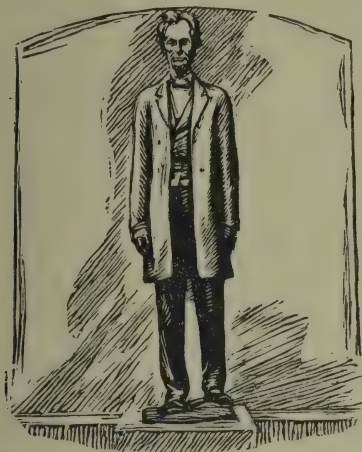
State's common school system. In this room Lincoln met citizens and delegations, artists, newspaper men and political leaders who came in great crowds from all parts of the nation.

To Bateman he deplored the attitude of Springfield's ministers who were known to stand twenty against and only three for his election. "God cared, humanity cares," said he sadly to Bateman, "and if they (the ministers) don't, they surely have not read their Bibles aright."

After his election he slipped away for an hour or two, as he could take them, to a dark, dingy, unromantic, bare room on the third floor of a store building, across from the capitol and there penned his wonderful first inaugural address, one of the nation's greatest political and legal documents that "will ever bear comparison with the efforts of Washington, Jefferson and Adams."

In this capitol Governor Yates, over the protests of powerful advisors, chose U.S.

Grant to lead an Illinois regiment; Lincoln selected John Hay to be one of his secretaries and started on his public career one of America's most distinguished diplomats and statesmen. In the hall where his "House Divided Against Itself" speech was delivered, Lincoln's body lay in state, while seventy-five thousand people passed before his open coffin. His funeral train had arrived at the Chicago & Alton station, an hour late, at nine



O'CONNOR'S STATUE OF LINCOLN, SPRINGFIELD

o'clock on the morning of May 3, 1865. After the funeral ceremonies his body was placed in a vault in Oak Ridge cemetery. It has been transferred a number of times but now rests in the north crypt of the impressive monument a bereaved nation erected on a knoll in that cemetery. Here come the people of all lands, nearly one hundred thousand of them in 1923 and among them every distinguished foreigner visiting in this country that year, — Clemenceau, Lloyd George, Zangwill, Haller, Paderewski, Nansen.

Of this city and this tomb Stephen S. Wise, the eminent Jewish scholar said: "surely there will be no dissenting from my thought that the two chiefest and holiest shrines of America are to be found on the bank of the Potomac and within this city of Illinois. . . . His tomb at Springfield is no less sacred and precious than the grave at Mt. Vernon, each a revered shrine of the American People, each a hallowed altar of humanity."

THE
A. Lincoln

THIS new watch is a thin model 12 size. It is extremely high-grade and is sold in green or white, solid gold and filled cases of attractive design.

The experience of more than half a century in making fine watches has enabled us to produce this new A. Lincoln—

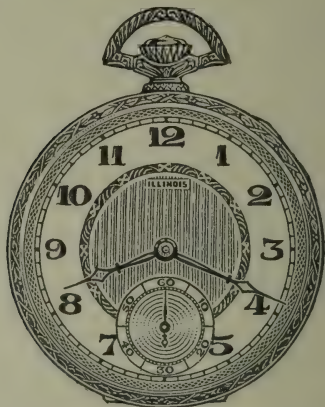


ACORN MODEL. NO. L5. 14K FILLED GREEN OR WHITE GOLD, INSIDE CAP CASE. TWO COLOR, GREEN AND SILVERED ETCHED OR EMBOSSED RAISED FIGURED DIAL.....\$75.00

a timekeeper worthy of the name, because of its satisfactory qualities and thorough dependability.

The dials illustrated in this booklet are but a few of those we are prepared to furnish. The etched dials shown are distinctively new and particularly attractive.

The A. Lincoln contains 19 selected Ruby and Sapphire jewels and is adjusted to five positions, temperature and isochronism.



BARRISTER MODEL. NO. 16. 14K SOLID GOLD CASE. FULL CHASED BEZELS AND CENTER. SPECIAL ETCHED, LINED OR BUTLER BACK. INSIDE CAP. STERLING SILVER HAND ENGRAVED DIAL WITH INLAID ENAMEL FIGURES.....\$110.00

It is a watch that any man should be proud to own and can be had at prices well within the reach of those desiring a high-grade, up-to-date, attractive and dependable timekeeper.

The A. Lincoln is an ideal watch for presentation purposes, being regularly furnished in handsome leather-lined display boxes.

We feel sure that the list of special features enumerated below will be of in-



PIONEER MODEL. NO. L4. 14K FILLED. FULL CHASED BEZELS AND CENTER. SPECIAL ETCHED LINED OR BUTLER BACK. QUEEN CASE. EMBOSSED RAISED FIGURE DIAL. \$75.00

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19 Selected Ruby and Sapphire Jewels.
Adjusted to Five Positions, Tempera-
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Double Roller Escapement.

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PIONEER MODEL. NO. 11. 14K SOLID, GREEN OR WHITE GOLD. FULL CHASED CENTER AND BEZELS. ATTRACTIVE ETCHED LINED OR BUTLER BACK. QUEEN CASE. TWO COLOR, GREEN AND WHITE GILDED NEW PROCESS ETCHED DIAL AND ANCIENT ROMAN FIGURES IN RELIEF.....\$100.00

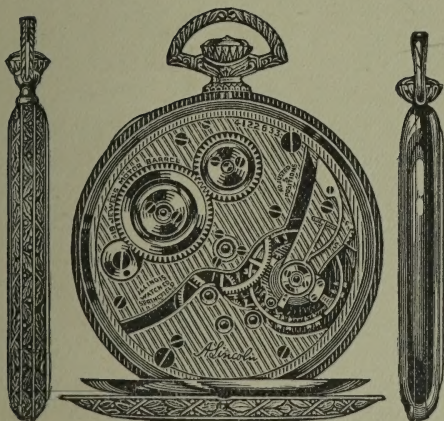
Patent Regulator.

Concaved and Polished Winding
Wheels.

Recoil Safety Click.

Hardened Spring-tempered Compen-
sating Balance.

Illinois Motor Barrel.



MOVEMENT VIEW

SIDE VIEWS — BASSINE AND CHASED CASES

IN THE PLANT

OF THE ILLINOIS WATCH CO.
MORE THAN 800 WATCHES
ARE PRODUCED DAILY BY
1300 SKILLED SPECIALISTS.
THE OUTPUT IS CONFINED
EXCLUSIVELY TO HIGH-
GRADE MOVEMENTS IN WHICH
THE FINEST WORKMANSHIP
AND MATERIALS ARE USED.
THE FACTORY IS SITUATED IN
THE CENTER OF A 14-ACRE
PARK—CONDITIONS LENDING
THEMSELVES TO THE MAKING
OF THESE FAMOUS WATCHES.

SPRINGFIELD
ILLINOIS

